

“FEEDING OUR FAMILIES”: COMMUNITY FOODBANK OF NEW JERSEY JOINS NBC 4 NEW YORK, TELEMUNDO 47 & STOP & SHOP FOR MASSIVE, TRI-STATE FOOD DRIVE ON SATURDAY, APRIL 13

Over 1,000 volunteers will collect non-perishable items and financial donations at more than 250 Stop & Shop locations in New York, New Jersey and Connecticut

NBC 4 New York and Telemundo 47 news anchors and reporters will visit collection locations to thank volunteers and encourage local giving

NEW YORK, NY – (March 18, 2019) – Joining together to replenish non-perishable supplies and sustain essential anti-hunger efforts, the Community FoodBank of New Jersey announced that they are joining with NBC 4 New York / WNBC, Telemundo 47 / WNJU, Stop & Shop and seven other regional food banks on Saturday, April 13 for the third annual *Feeding Our Families* (or *Alimentando a Nuestras Familias* in Spanish) food drive. The food collection drive will take place at more than 250 local Stop & Shop locations between the hours of 9 AM and 6 PM. Please visit NBCNewYork.com/fooddrive or telemundo47.com/alimentar to access a map of Stop & Shop locations throughout New York, New Jersey and Connecticut.

One of the largest, single-day, multi-state food drives in the Northeast, *Feeding our Families* has generated more than two million meals for local families in the first two years of the drive. With food banks such as the Community FoodBank of New Jersey facing their greatest need between the months of January and August, more than 300 tons of essential non-perishable goods have also been donated to eight regional food banks by NBC and Telemundo viewers during that time.

WHO/ WHAT: The Community FoodBank of New Jersey joins NBC 4 New York, Telemundo 47, Stop & Shop supermarkets and seven other food bank and food rescue organizations for a massive, one-day multi-state food and volunteer drive to help eradicate hunger in Tri-State communities.

WHEN: Saturday, April 13 between 9 AM and 6 PM.

WHERE: Viewers can visit more than 250 Stop & Shop locations throughout New York, New Jersey and Connecticut and place donation items inside clearly labeled collection bins. Please visit NBCNewYork.com/fooddrive or telemundo47.com/alimentar to access a map of all participating Stop & Shop locations.

DONATIONS: Non-perishable food and personal hygiene items, including frequently requested items like baby diapers are most in need. For a sample “shopping list” of the most requested non-perishable items, please visit NBCNewYork.com/fooddrive or telemundo47.com/alimentar. Volunteers will also distribute this list to shoppers visiting all participating Stop & Shop locations on Saturday, April 13.

“The work of our local food banks has never been more important - and WNBC’s commitment to fighting hunger has never been stronger. *Feeding our Families* is one of our largest and most successful community initiatives, and our team is passionate about helping their neighbors in need. Together with our partners at Stop & Shop, we look forward to helping our food banks restock their shelves and deliver more than a million meals across the Tri-State,” said Eric Lerner, NBC 4 New York President and General Manager.

NBC 4 New York and Telemundo 47 will deliver live reports and broadcast cut-ins from local Stop & Shop locations on Saturday, April 13, including on NBC 4 New York’s *Weekend Today in New York* and *News 4 New York*, as well as on Telemundo 47’s *Noticiero 47 Telemundo*. Anchors, reporters and employees from both stations will also visit Stop & Shop stores that day to support on-site collection efforts.

“Whether it’s the loss of a job, a temporary furlough or the resulting impact of a rent increase, putting food on the table can become a burden for families in any neighborhood. This is why our *Alimentando a Nuestras Familias* food and volunteer drive is so important. Working together with NBC 4 New York and Stop & Shop, we look forward to bringing our community together to help those who need our help the most,” said Cristina Schwarz, Telemundo 47 President and General Manager.

Stop & Shop is one of the Tri-State’s largest supermarket retailers, and the brand has been a strong partner of area food banks and hunger relief organizations for many years. Stop & Shop is committed to helping its communities enjoy better food and better lives – and to help put an end to hunger. Each year, the brand donates millions of meals to communities with food insecurity throughout the region.

“This is the third year that Stop & Shop has joined with NBC 4 New York and Telemundo 47 to host the *Feeding our Families* food drive, and we’re looking forward to making this year’s campaign our largest and most successful yet,” said Jennifer Brogan, Stop & Shop Director of External Communications and Community Relations. “We know that food insecurity remains a challenge in every community and together with our customers, we’ll be helping local food banks to restock their shelves and to deliver hundreds of thousands of meals to our neighbors who need them the most.”

Unique to NBC 4 New York and Telemundo 47’s *Feeding our Families / Alimentando a Nuestras Familias* food and volunteer drive is the “Give 4” recruitment initiative. Those that register to volunteer four hours of their time every four months at local food banks can aid in more ways than stocking shelves, packing supplies and making local deliveries. “Give 4” donors can also assist local food banks and rescue operations through non-physical, customized tasks including accounting, social media, digital marketing and advertising, among others.

For more information on the April 13 *Feeding Our Families / Alimentando a Nuestras Familias* food and volunteer drive, please visit NBCNewYork.com, Telemundo47.com, StopandShop.com or any participating food bank or food rescue organization.

About NBC 4 New York / WNBC

NBC 4 New York / WNBC is the flagship station of the NBC Owned Television Stations division of NBCUniversal, serving the New York Tri-State area with an unparalleled commitment to broadcast excellence for 75 years.

The station features New York’s largest investigative reporting team, the *I-Team* and includes Edward R. Murrow and Emmy Award-winning journalists who successfully track down the answers to the questions most important to viewers. *Storm Team 4*, the station’s trusted weather team, utilizes the most accurate and the most powerful weather technology available to keep Tri-State viewers informed and safe when severe weather strikes. This includes *StormTracker 4*, the only commercial high-frequency S-Band dual polarization fixed Doppler weather radar operating in the Northeast.

In addition to NBC 4 New York’s primary channel, other programming outlets include COZI TV, the station’s multicast channel, and out-of-home platforms, including TV screens in taxi cabs, elevators and aboard New York-New Jersey PATH trains. The station also delivers news and information across all platforms, including its dedicated website, mobile app and social media platforms. For more information about NBC 4 New York, visit NBCNewYork.com.

About Telemundo 47 New York / WNJU

Telemundo 47 / WNJU is the Telemundo television station serving Spanish-speaking viewers in New York, New Jersey and Connecticut for more than 50 years. The Tri-State’s Spanish-language broadcasting channel for soccer, Telemundo 47 will offer exclusive Spanish-language coverage of the 2019 Copa America, the 2019 and 2025 FIFA Women’s World Cup™ tournaments and the 2022 and 2026 FIFA Men’s World Cup™ tournaments.

Delivering more than 27 hours of locally-produced news, information and entertainment programming each week, Telemundo 47 offers comprehensive breaking news coverage and features the New York market’s only team of bilingual meteorologists, *La Autoridad en El Tiempo*, who use cutting-edge technology to keep viewers and their families safe and informed. This includes *Tele Doppler 47, con tecnología S band*, the most powerful and most accurate weather technology available.

Telemundo 47’s local consumer investigative unit, *Telemundo Responde*, returns every telephone call, responds to every electronic inquiry and has recovered over \$1.5 million for local viewers. The station also features *Acceso Total*, the region’s only local entertainment variety program with

TeleXitos, the station's multicast network, offering viewers many beloved, iconic television series in an easy-to-watch, comfortable Spanish-language format.

As a station, Telemundo 47 demonstrates its commitment to the communities it serves by cultivating local partnerships with organizations that reflect the diversity of the local market. Telemundo 47 also provides news and information across all platforms, online at Telemundo47.com, and via its dedicated mobile app and across social media.

About Stop & Shop

A neighborhood grocer for more than 100 years, today's Stop & Shop is refreshed, reenergized and inspired, delivering new conveniences for customers. Committed to helping its communities enjoy better food and better lives, Stop & Shop has a longstanding history of giving back to the neighborhoods it serves with a focus on fighting hunger and helping children to enjoy a healthy lifestyle. The Stop & Shop Supermarket Company LLC is an Ahold Delhaize USA Company and employs more than 61,000 associates and operates over 400 stores throughout Massachusetts, Connecticut, Rhode Island, New York and New Jersey. To learn more about Stop & Shop, visit stopandshop.com or facebook.com/stopandshop.

About the Community FoodBank of New Jersey

The [Community FoodBank of New Jersey \(CFBNJ\)](http://CommunityFoodBankofNewJersey.org), a member of Feeding America®, has been delivering food, help and hope across the state for over 40 years. Last year, CFBNJ provided nutritious food for over 47 million meals through its network of more than 1,000 community partners including pantries, soup kitchens, emergency shelters, mobile pantries, and child and senior feeding programs. For our hungry neighbors, the Community FoodBank of New Jersey is the powerful agent of change that fills the emptiness caused by hunger and provides resources that are essential to earning a sustainable living.

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